

Message Text

UNCLASSIFIED

PAGE 01 SUVA 00661 091005Z

53

ACTION EA-07

INFO OCT-01 ISO-00 EB-11 DRC-01 RSC-01 /021 W

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R 090947Z JUL 74

FM AMEMBASSY SUVA

TO SECSTATE WASHDC 3175

USDOC

UNCLAS SUVA 661

E.O. 11652: N/A

TAGS: BEXP, ETRD, FP, NC

SUBJ: WTDR SOCIETE ALBERT MENARD AND CIE

REF: USDOC 8267

1. ADDRESS: ANGLE DES RUES GALLIENI AND JEAN JAURES, NOUMEA,
NEW CALEDONIA. CABLE: NOT AVAIALE. PHONE: NOT AVAILABLE.
TELEX: NOT AVAILABLE OFFICER: ALBERT MENARD.

2. LARGE FIRM ESTABLISHED 1951 WITH A CAPITAL OF 10,000,000
CFP FRANCS. FIRM ACTS AS AGENTS, RETAILER, AND DISTRIBUTOR
FOR MANY LARGE EUROPEAN AND JAPANESE COMPANIES. DEALS ESPECIALLY
IN AUTOMOBILE SALES AND SERVICES, BUT HAS ALSO BRANCHED INTO
OTHER FIELDS INCLUDING FURNITURE, HOUSEHOLD APPLIANCES AND
SAFES. ALSO HAS SUBSTANTIAL REAL ESTATE HOLDINGS AND DEALINGS.

3. FINANCIAL REFERENCES: BANQUE DE L'INDOCHINE, NOUMEA, NEW
CALEDONIA. TRADE REFERENCES: PEUGEOT, KLEBER COLOMBES, AND
BRANDT.

4. MAJOR FOREIGN FIRMS REPRESENTED: PEUGOT CARS, BICYCLES, AND
MOTOR BIKES. KLEBER COLOMBES TIRES. RONEO METAL FURNITURE.
BRANDT WASHING MACHINES. FICHET AND LEQUEUE SAFES.

5. FIRM DID NOT RESPOND TO EMBASSY INQUIRIES BUT IS REPORTED
BY KNOWLEDGEABLE LOCAL SOURCES TO BE IMPORTANT FIRM RUN BY RE-
SPONSIBLE AND PRUDENT MANAGEMENT. BANK REPORTS EXCELLENT CREDIT
RATING. EMBASSY RECOMMENDS FIRM AS TRADE CONTACT FOR INTERESTED
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AMERICAN COMPANIES.

6. DATE OF INFORMATION: JULY 9, 1974.
HALL

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Draft Date: 09 JUL 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
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Executive Order: N/A
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Office: ACTION EA
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Original Handling Restrictions: n/a
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